



COLLEGE RADIO CORPORATION

14 West 45th Street
New York 36, New York
February 21, 1955

Manager, Radio Station WCSR:

Response to CRC requests for STATION PUBLICITY materials has been surprisingly slow. Our newsletters for January 15th and 31st contained paragraphs urging each station to send us proof of its importance on the campus. We've tried to get across the idea that national advertisers demand this proof. When we go to them empty-handed, they buy time on NBC and tell us to get them "the facts".

In two weeks, we will be presenting The American Tobacco Company with reasons for renewing the Newscast Plan next year. "Did the University of Kaligania ever report putting up our posters?" "What kind of a station do they have at XYZ College?" "Does the name of our cigarette get publicity on Umpty-ump campus?" "Give us one good reason to continue spending all this money at Hooplah!"

what about giving out Doodle sheets
If we are to sell for you, we must have PUBLICITY MATERIALS. Some stations realize this, frequently send in newspaper stories about their activities, brochures published by the station, and even pictures of sponsors' posters on campus. Can you help your own cause by doing the same? Give us proof of the fact that you are spreading the fame of Lucky Strike at your college or university!

Very truly yours,

Philip D. Knowles
Operations Manager

NATIONAL REPRESENTATIVES FOR CAMPUS RADIO STATIONS

1111 West 42nd Street
New York 36, New York
February 21, 1963

Manager, Radio Station

Response to CRL requests for station publicity has been surprisingly
slow. Our newsletters for January 1963 included paragraphs urging
each station to send us proof of its importance on the campus. We've tried to
get across the idea that national advertisers demand this proof. When we go
to them empty-handed, they buy time on WXX and tell us to get them "the facts."

In two weeks, we will be presenting the American Tobacco Company with reasons
for renewing the Newsmaster plan next year. Will the University of California
ever report putting up our material? What kind of reaction do they have at
XYZ College? From the name of our cigarette got publicity on happy-
campus. "Give us one good reason to continue sending all this money to

Hoofbeats!"

If we are to sell for WXX, we must have PUBLICITY. Some stations
realize this. They put their names in newspaper stories about their activities,
brochures published by the station, and even letters of sponsors' requests
on campus. Can you help your own station to do this? Give us proof
of the fact that you are spreading the word about WXX at your college
or university!

Very truly yours,

William J. Knowles
National Newsmaster